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### **Abstract**

A color printing system and method for reducing bidirectional hue shift in inkjet printing. A set of data channels for the ink colors of the system is generated, including at least one print-direction-independent data channel, and at least one pair of print-direction-  
5 dependent data channels. A print controller receives the set of data channels for printing, and selects the print-direction-independent data channels, and one of each pair of print-direction-dependent data channels, to provide the data for printing in each opposite scanning direction of the print engine.

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